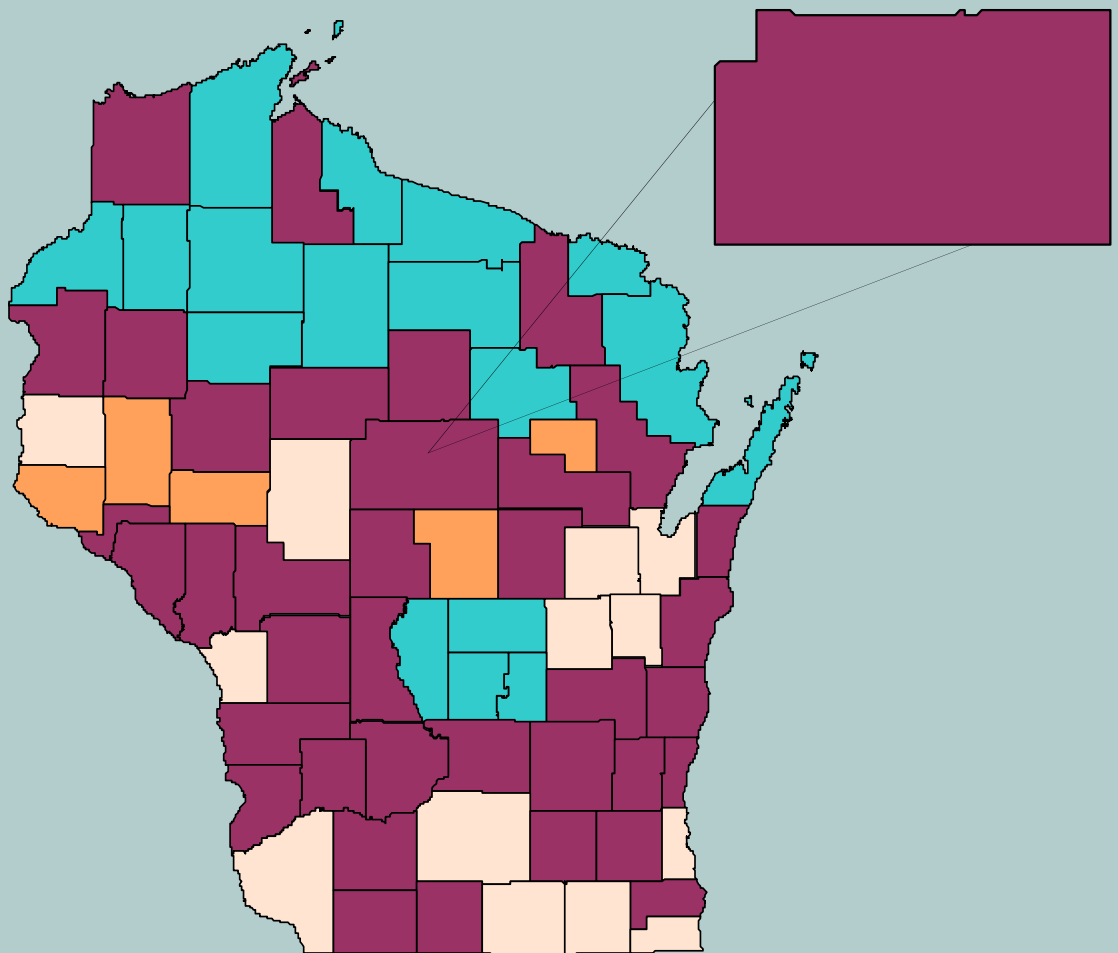


Marathon County Workforce Profile

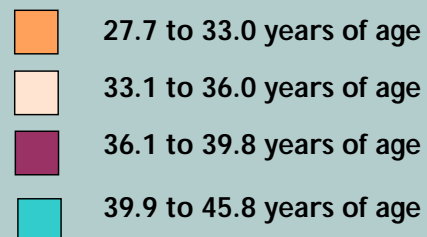
An Aging State: Median Age by County, 2000



Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.



State of Wisconsin
Department of Workforce Development
October 2002 (rev. 3/2003)



Source: Census 2000 of the United States



County Population

Population trends affect the supply of workers, the ability to attract employers and the demand for goods and services. Between the April, 2000 Census and January 2001 population estimates, Marathon County grew by roughly 900 people. The proportional growth rate (0.7%) roughly matches the statewide and national rates. (See table below.)

Overall, the population picture of Marathon County accords well with other, more heavily populated areas of the state, and certainly when compared to other northern rural counties, where absolute population levels are nearly flat. If we assume that the problem elsewhere is due, at least in part, to a rather small but steady out-migration of the young, then it may be that Marathon does not suffer in this respect, at least not to as great a degree. Reasons for this may include the presence of a strong manufacturing element in the county, as well as other job opportunities that may not exist elsewhere.

The table below lists the largest municipalities in Marathon County and their estimated growth rates. Despite its size, the City of Wausau (the county's largest municipality) posted the lowest proportional growth rate among the municipalities listed. The

much smaller municipalities of Weston, Kronenwetter, and Mosinee add hundreds of new people compared to just over 200 for Wausau.

The 2000 Census reported that 117,712 Marathon County residents were at least 5 years old and tracked where they lived in 1995. Roughly, 63 percent had lived in the same house 5 years ago, which was well above the nationwide average of 53 percent. Meanwhile, those who had lived in a different place in the same county (roughly 25 percent) represented a trend almost identical to the national average and the 9 percent who moved to Marathon from another Wisconsin county were only slightly below the statewide and national trends. When it comes to drawing people from other states or from outside the U.S., Marathon County falls well behind the state and national averages.

The Department of Administration estimates that Marathon County's population growth was fairly balanced between natural increase (births minus deaths) and net migration (in-migration minus out-migration). The Censuses report that the county's population growth (11%) outpaced growth in the number of housing units (15%) from 1990 to 2000.

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Marathon County	125,834	126,743	0.7%

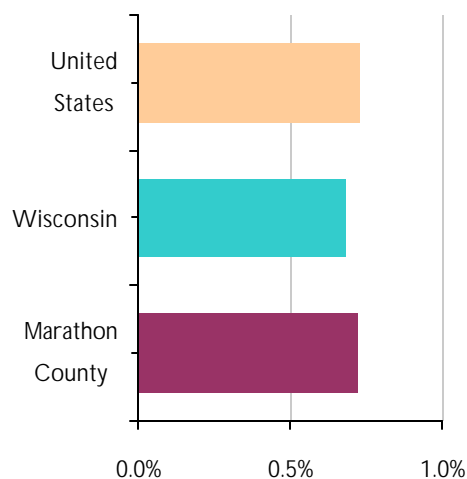
Ten Largest Municipalities

Wausau, City	38,426	38,654	0.6%
Weston, Village	12,079	12,249	1.4%
Rib Mountain, Town	7,556	7,567	0.1%
Kronenwetter, Town	5,369	5,464	1.8%
Rothschild, Village	4,970	4,979	0.2%
Mosinee, City	4,063	4,119	1.4%
Maine, Town	2,407	2,375	-1.3%
Stettin, Town	2,191	2,201	0.5%
Wausau, Town	2,214	2,187	-1.2%
Mosinee, Town	2,146	2,173	1.3%

* Marathon portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



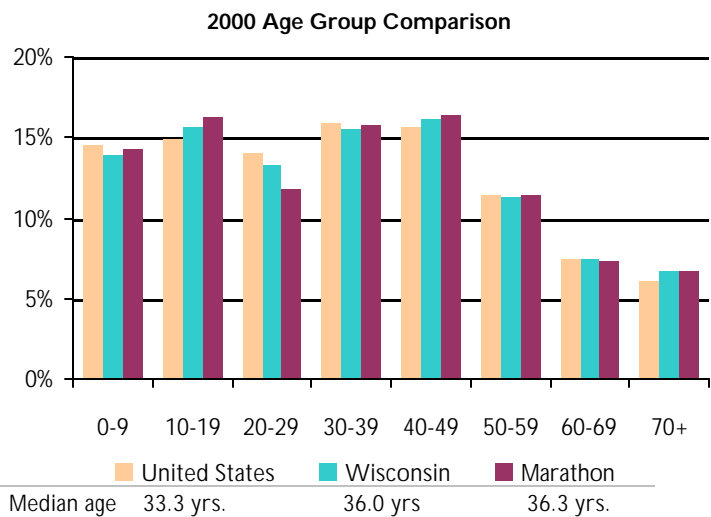


State of Wisconsin - Marathon County

The labor force is composed of two main elements: people who are working (either full time or part time) and people who are not working but looking for work. These may be first time entrants, workers released from their last job and seeking another, or those reentering the workforce after a period of time. Typical of the latter category are retired workers returning to work and female workers going back to work after a number of years.

In examining the labor force, it is useful to ask how many people are in each age group. This information offers insight into future issues, such as the approaching worker crunch due to the so-called "baby boomer" retirements and the impact that they will have on occupational shortages in many areas.

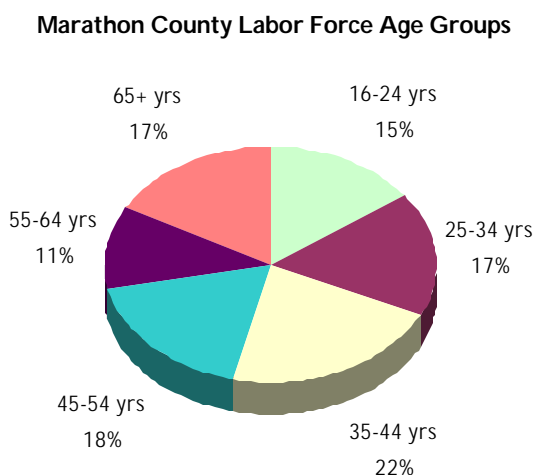
A brief look at the different age groups in Marathon County shows some differences from the state and national averages. (See graph above.) At the older end of the scale, for instance, in the range of ages 50-70+, the proportion of these people is only slightly lower than Wisconsin. Considering the ages between 20-49, or what one might call the prime working years, the Marathon County totals are on a



Source: US Department of Commerce, Census Bureau, *Census 2000*

par or slightly above the state average, which is a good thing from the standpoint of worker availability in years to come. Because Wisconsin residents tend to be older than their national counterparts and because younger workers are more mobile than ever before, the supply of workers is not guaranteed.

County Civilian Labor Force

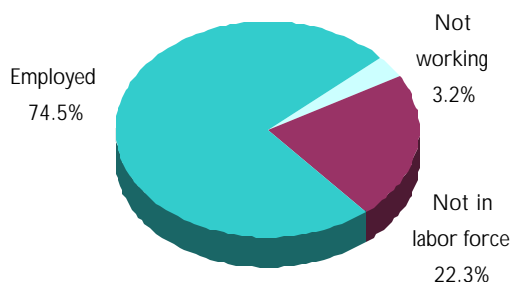


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

If Marathon County's labor force aged population is divided into a pie (see graph at right), labor force aged residents over 55 years old constitute about 28 percent of the total labor force. The other age cohorts (ages 16 through 54) make up the rest. This is about average for most of the other counties of the state. While workers are free to work as long as they wish, it is important to remember that many members of the 65+ element do not work or look for work. Although in recent years, older workers have been returning to the labor force in increasing numbers, the exact number is hard to place and reliable statistics for the more rural areas of the state do not exist. Accommodating and recruiting these workers may become a key component of developing the workforce.

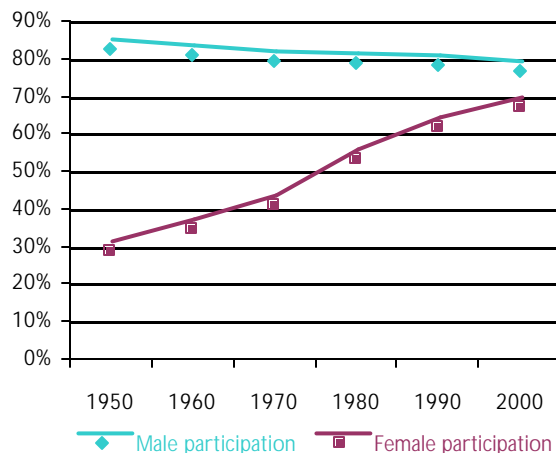


2001 Labor Force Participation



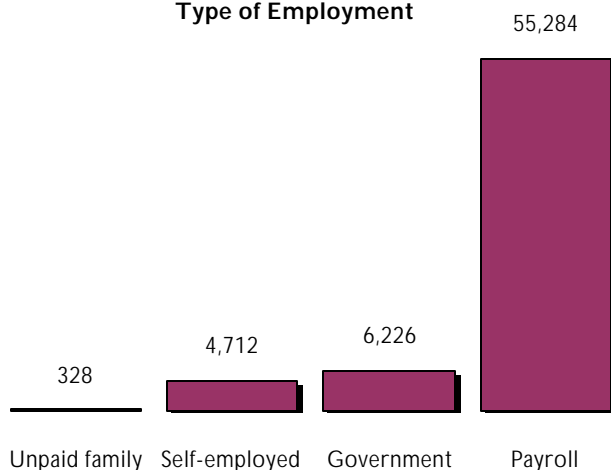
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The labor force eligible population consists of civilians at least 16 years old who are not incarcerated or institutionalized. The graphs to the left and the discussion below do not address people who are not eligible. "Not in the labor force" encompasses people who are eligible to work but do not seek or engage in employment. These people are often students, at-home parents or retirees. "Not working" refers to people who actively seek employment and are not employed. "Employed" includes people who are working even if they consider themselves underemployed (not working enough hours or overqualified for the work they're doing).

Well over three quarters Marathon County's labor force eligible residents are employed. This pattern is about the same or higher than other areas of the state, and a bit higher than other counties in the northern part of the district. The number of people in the labor force in Marathon County grew from about 71,700 in 1996 to about 74,600 in 2001. This represents a healthy increase for a metropolitan county, and a very strong increase for a county in the more rural northern part of the state.

The term "participation rate" refers to the proportion of the eligible population that participates (works or looks for work). Employers who consider tapping into the 23 percent of the eligible population that was "not in the labor force" may be discouraged that 11 per cent of the labor force aged population is 55 to 64 years old and another 17 percent is at least 65 years old. For now, Marathon County's participation rate is the highest in the River District by approximately 20 percent.

Among Marathon County's females, labor force participation has been sharply increasing since just after the Second World War. (See middle graph on left.) Male rates of participation stood at about 82 percent in the post war years and have declined to about 78 percent in the recent past, about the smallest decline for males in the district. The level of female participation is also one of the sharpest in the state, more than doubling in the last 50 years. Historic norms for the male rate may suggest that women approach a maximum. On the other hand, women face longer life expectancies and lower wages. They tend to have less seniority for retirement and health benefits, so their participation rates may rise for a while.



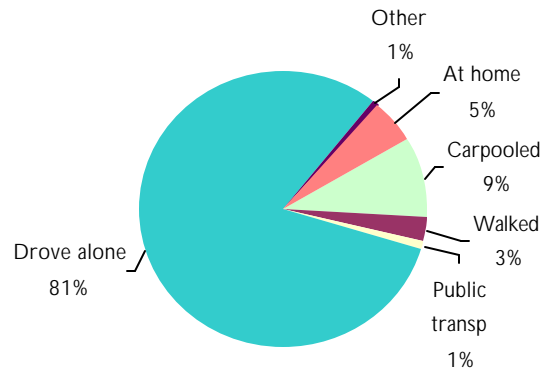
State of Wisconsin - Marathon County

(Note - At the time of this Profile's first writing, the 2000 Census had not supplanted 1990 Census Commuting. Generally, patterns of movement remained roughly consistent.)

From a total labor force of about 74,600 in Marathon County in 2001, many leave the county each day to work elsewhere. More of these commuting workers drive to Wood County than to any other, and those entering Marathon County from Wood and Portage amount to just more than half that number each. But, commuting in and out of Marathon County daily numbers 3,000 or better.

It is impossible to say what kinds of jobs these workers are commuting to, or what their professions are. They may be stable, permanent types of jobs, such as professional employment, or perhaps jobs in the manufacturing in a neighboring county. Or, they are the kinds of jobs that typically take workers some distance from their homes, like seasonal construction work. Also, the city of Marshfield in north Wood County has always attracted Marathon County residents to work in local facto-

County Travel-to-Work Patterns

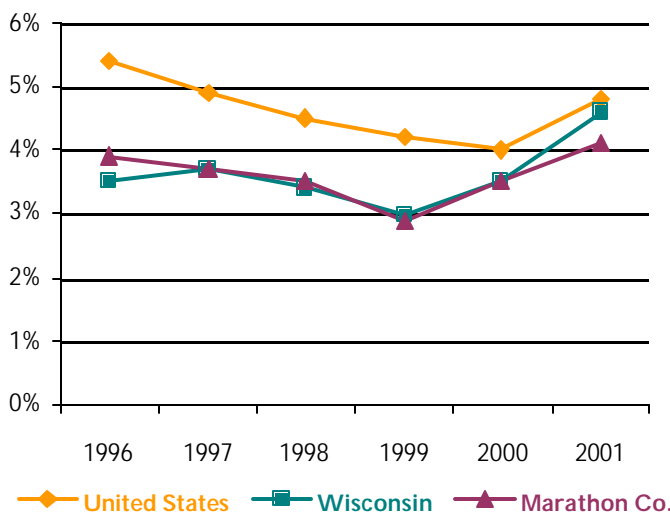


Source: US Dept. of Commerce, Census Bureau, *Census 2000*

ries and at the Marshfield Clinic. A look at the travel-to-work patterns of Marathon County workers reveals some interesting things about Marathon County workers and their driving habits. (See pie chart above.) Not surprisingly, most people drive to work alone. This is the pattern in other places as well, (inside and outside of Wisconsin), even where carpooling is strongly encouraged. Just over 9 percent of work drivers carpoolled (how many in each car is not known). The percentage of people taking public transportation stands at almost one percent, even though there is an excellent bus service in Wausau and neighboring towns.

Unemployment rates in Marathon County since mid-1996 have been consistently on a par with the state and below the national average. (See graph to left.) The percentage of people in the labor force not working has not gone above 4.1 percent since 1996, when it was lower than that of the nation. Marathon County has always enjoyed a variety of businesses which has contributed to a more stable employment picture.

Unemployment Rate Comparison



Marathon County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	71,700	73,200	73,400	71,900	73,400	74,600
Employed	68,900	70,500	70,800	69,800	70,900	71,500
Unemployed	2,790	2,720	2,600	2,110	2,560	3,100
Unemployment Rate	3.9%	3.7%	3.5%	2.9%	3.5%	4.1%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



County Industry Employment

Nonfarm Wage and Salary Employment

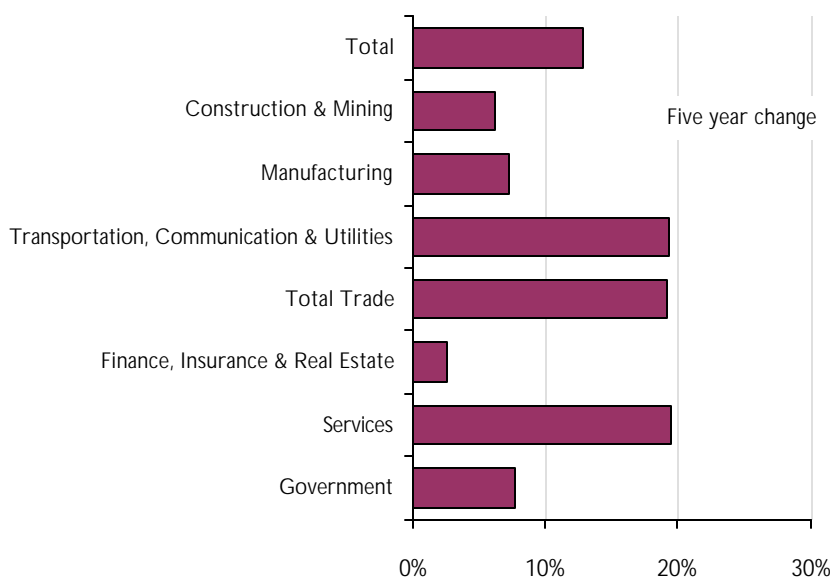
	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	61,806	64,380	66,192	68,255	69,615	69,734	0.2%	12.8%
Goods Producing	19,929	21,212	21,732	22,273	22,422	21,359	-4.7%	7.2%
Construction & Mining	2,646	2,872	2,938	3,245	3,147	2,811	-10.7%	6.3%
Manufacturing	17,284	18,340	18,794	19,027	19,275	18,547	-3.8%	7.3%
Durable	12,080	13,097	13,568	13,718	13,910	13,202	-5.1%	9.3%
Nondurable	5,204	5,243	5,226	5,309	5,365	5,346	-0.3%	2.7%
Service Producing	41,876	43,168	44,460	45,982	47,193	48,376	2.5%	15.5%
Transportation, Communications & Utilities	3,434	3,333	3,381	3,508	3,808	4,098	7.6%	19.3%
Total Trade	15,041	15,988	16,371	16,758	17,251	17,926	3.9%	19.2%
Wholesale	4,461	4,759	4,764	4,806	4,846	4,912	1.4%	10.1%
Retail	10,580	11,228	11,608	11,952	12,405	13,014	4.9%	23.0%
Finance, Insurance, and Real Estate	4,628	4,706	4,951	5,052	4,899	4,747	-3.1%	2.6%
Services & Misc.	11,652	11,832	12,357	13,217	13,684	13,923	1.7%	19.5%
Total Government	7,122	7,310	7,400	7,447	7,551	7,682	1.7%	7.9%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment figures above estimate the number of jobs within Marathon County excluding military personnel, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data.

The employment picture in Marathon County by industry over the period 1996—2001 saw increases in the job levels of all industrial sectors. Jobs in the service producing sector increased by nearly 16 percent. Manufacturing went up by a healthy 7.3 percent, although it lost ground over the period of 2000—2001, which is probably a reflection of the current downturn.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

The employment picture of Marathon County bears watching in the years to come as present employment trends indicate some minor concerns in that labor market, most particularly the somewhat slow growth in manufacturing employment in the most recent period. Any decline in this industry is somewhat unusual except as a seasonal fluctuation. As a paper producing county, Marathon finds itself in the same position as others in the district where paper is a major player—excess capacity, industry consolidation and international competition are creating concerns over the future of this industry. The insurance industry, another key sector of the local labor market, added jobs through the late 1990s and reversed that trend in 2000.



State of Wisconsin - Marathon County

Top 10 Employers

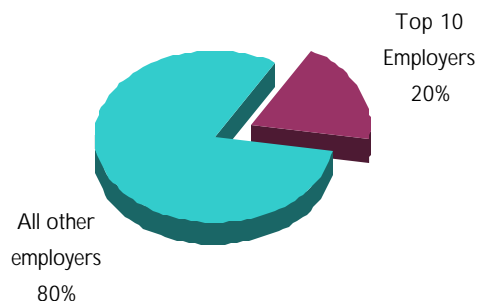
Company	Product or Service	Size
Eastbay Inc.	Sporting Goods	1,000+
Wausau Hospital	Health Care & Services	1,000+
Liberty Mutual Insurance	Insurance Underwriters	1,000+
Kolbe & Kolbe Millwork	Building Components	1,000+
Wausau School District	Public Education	1,000+
Greenheck Fan	Air Moving Equipment	1,000+
SNE Enterprises	Doors & Windows	1,000+
Apogee Inc.	Glass Products & Rel.	1,000+
Marathon Cheese Corp.	Food Products	500-999
North Central Health Care	Health Care & Services	500-999

Top 10 Industry Groups

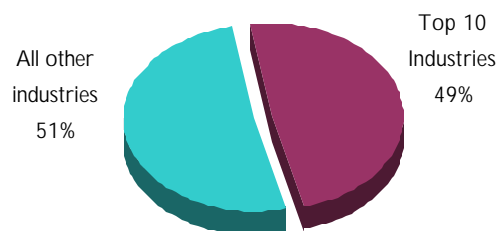
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Health Services	139	4,646	251	-276
Lumber and Wood Products	41	4,438	-30	253
Educational Services	22	3,792	108	243
Eating and Drinking Places	192	3,554	219	335
Fabricated Metal Products	32	3,458	-184	168
Insurance Carriers	24	3,339	-171	*
Miscellaneous Retail	120	3,142	206	1,206
Paper and Allied Products	11	2,649	4	*
Industrial Machinery and Equipment	37	2,642	41	697
Wholesale Trade-Durable Goods	164	2,521	-89	63

*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

Examining Marathon County's largest employers (listed in the top table) and its largest industry groups (listed in the middle table), one of the most salient features is the relatively large size of individual businesses for a county so far North. The larger employers in the county have 1,000 employees or more. The mix includes everything between manufacturing and insurance underwriting, concentrated mainly in urban Wausau and adjoining communities.

The diversity reflected in this cross-section - manufacturing, service, and trade, and health care - helps balance Marathon County's labor market. Some industry groups tend to employ an average of 15-30 workers (wholesale trade, eating and drinking, retail and health services) while other industry groups tend to employ something more like 150-250 workers per employer (paper and allied products, educational services and insurance carriers).

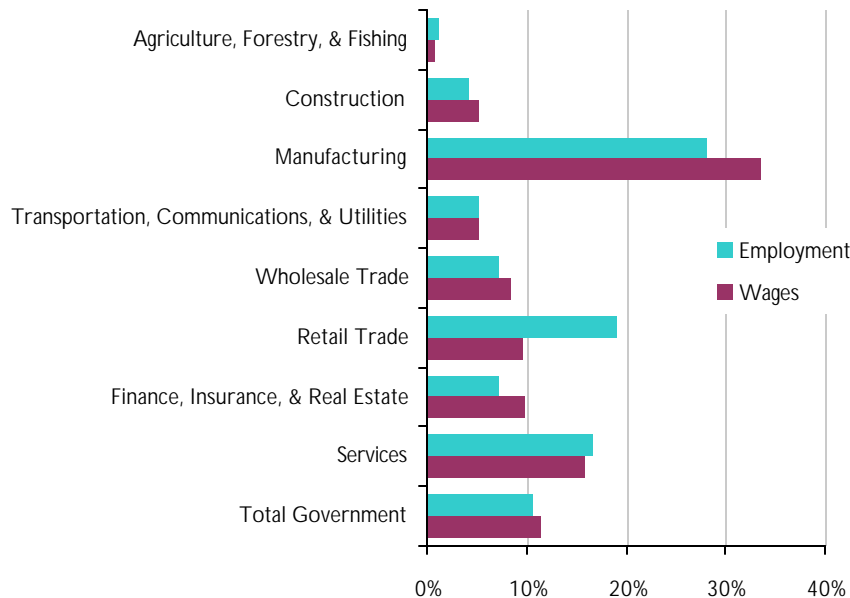


State of Wisconsin - Marathon County

The table at the bottom of the page shows Marathon County's wage levels and growth rates in each industry. The fourth column indicates how local workers' wages in each industry stack up against statewide counterparts. The wage levels in Marathon County are almost all below the state average (except for construction and retail trade), some by as much as over about 20 percent (ag. jobs). Retail trade pays almost exactly at the state level which is low due to the prevalence of part-time work. Workers in the service sector earn just slightly less

than statewide counterparts. Manufacturing wages are rather low at just over 12 percent below the state average. Transportation and utilities, another high paying industrial category in some areas of the state, comes in even lower than manufacturing. Occupations in this sector include local hauling, pulp truck hauling, and others that often pay little more than minimum wage in this part of the state. Nonetheless, the "all industries" is closer to the state figure than most surrounding counties.

Employment & Wage Distribution by Industry Division



The bar graph to the left shows what proportion of Marathon County's jobs each industry accounts for and what proportion of total wages each industry contributes. Manufacturing employment accounts for a higher percentage of employment than any other sector in the county. The only sector close is retail trade. Government also has a strong showing, as does service. The latter sector will increase slightly if a proposed hospital is built in Weston. Manufacturing wages account for a lion's share of county pay, much more than any other industry. Not only that, but the average annual pay of employees in this sector is amongst the highest in the county. Wholesale offers higher wages than but far fewer jobs, so manufacturing weighs heavier.

Annual Average Wage By Industry Division

	Marathon Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 29,415	\$ 30,922	95.1%	1.9%	17.6%
Agriculture, Forestry, & Fishing	\$ 18,420	\$ 22,565	81.6%	8.5%	31.0%
Construction	\$ 37,439	\$ 39,011	96.0%	4.9%	21.0%
Manufacturing	\$ 34,972	\$ 39,739	88.0%	3.1%	18.7%
Transportation, Communications, & Utilities	\$ 28,919	\$ 36,639	78.9%	1.8%	11.5%
Wholesale Trade	\$ 33,996	\$ 40,521	83.9%	4.4%	20.9%
Retail Trade	\$ 14,693	\$ 14,596	100.7%	3.9%	22.0%
Finance, Insurance, & Real estate	\$ 40,465	\$ 40,933	98.9%	-0.9%	24.1%
Services	\$ 27,853	\$ 28,775	96.8%	3.7%	18.3%
Total Government	\$ 31,463	\$ 33,785	93.1%	2.8%	16.4%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*

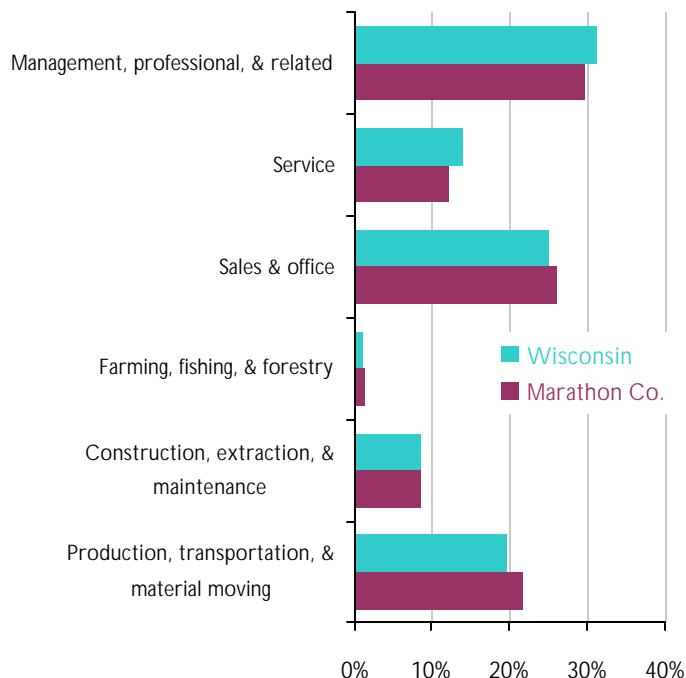


Occupation and Education Characteristics of County Population

While previous sections classified jobs based on the nature of Marathon County employers' operations, this page classifies jobs by the residents' occupations, regardless of what county or industry they work in. Examining occupational makeup can offer insight into employers' needs and workers' opportunities. Educational attainment speaks to an area's ability to attract workers with credentials and the employers who seek them. While Marathon County's occupational profile figures differ little from than Wisconsin's, educational attainment figures offer a more mixed picture.

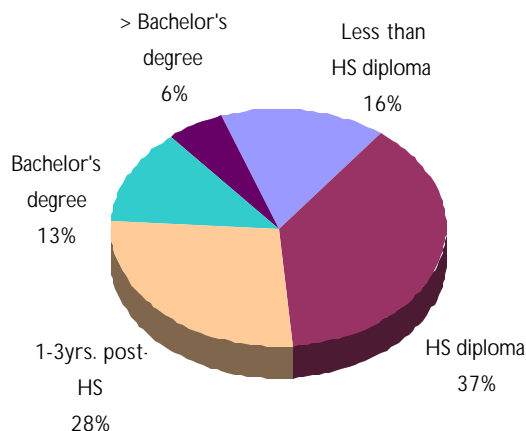
The insurance industry probably contributes substantially to Marathon County's largest group of occupations, "management professional and related". This is not enough to match the statewide average. (See bar graph to right.) Without a cluster of headquarters or colleges, it is very hard to shine in this category. Nonetheless, this group of occupations is the largest in Marathon County. The next largest group of occupations, sales and office, probably also owes many of its jobs to the insurance industry. Production, transportation and material moving occupations are probably associated with wholesale, paper and other manufacturing. Some of these jobs have traditionally been near the core of the local economy, but recent softness in insurance, paper and other manufacturing may change the picture.

Employment by Occupation Group: 2000



US Department of Commerce, Census 2000

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Between the 1990 Census and the 2000 Census, the proportion of Marathon County workers reporting "some college, no degree" rose from 13 percent to 18 percent. This does not necessarily suggest an increase in dropout rates. The change could reflect more people taking classes (to change careers or stay up to date in a present career) without intending to earn a degree. Employers sometimes emphasize skill sets more than degrees. Office workers updating computer skills and manufacturing workers improving technical skills may find that targeted classes generate value more efficiently than comprehensive degree programs.

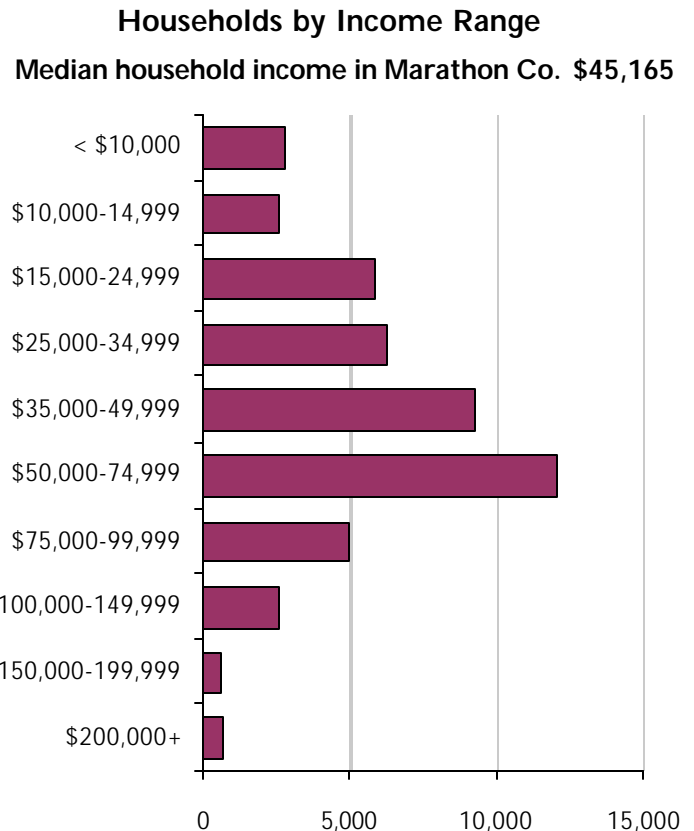
Over the same time period, the proportion of people reporting "less than 9th grade" education dropped from 14 percent to 8 percent. Still, 53 percent reported a high school diploma or less. While 13 percent with bachelor's degrees and 6 percent with even more education are high figures for a northern county, both are low by national standards. The proposed medical facility in Weston could increase the proportion of professional and related occupations. The local technical school is already gearing up for the expansion.



County Income Information

Income levels affect what sorts of goods and services businesses and consumers can afford. The 2000 Census reported that Marathon County's median household income was \$45,165, or 3 percent above the statewide figure. This represents a substantial increase from the 1990 Census, which reported 1989 median income of \$30,143, or 2 percent over the statewide median household income. The graph to the right shows how many Marathon County households fell in each income bracket. This closely tracks statewide distributions, although Marathon reports a slightly higher proportion of households in the \$50,000 to \$74,999 bracket.

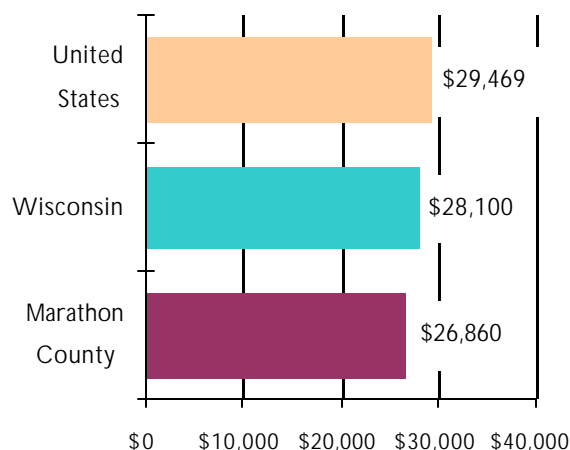
Per Capita Personal Income (PCPI) is total income divided by the total number of residents. Like household income, it includes wages earned, dividends from investments, and transfer payments from the government. Marathon County's per capita personal income was about \$1,240 below that of the state in 2000. Between 1999 and 2000, Marathon County's per capita personal income grew 5 percent, which was faster than Wisconsin (4.6%). Because households have different sizes and numbers of wage earners, household income figures and per capita figures offer different insights. The graph on the bottom right shows that each source of



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

PCPI accounted for fairly typical proportions of income, and that Marathon County was a bit more reliant on net earnings.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

